

10/13

Almost halfway through the month & this is one of my first forays into this journal in that much time. Am I busy or what? As per my last entry two are being written longhand --- I refuse to carry the laptop when the chances seem less than 50% that I'll crack the thing open. Things with the 386 have settled down a bit. I recovered & loaded DOS 3.3 on the hard disk & am still in the process of re-loading the other software onto it. The only thing that I not really happy about is that my font & ~~font~~ sheet shell program is not being the most cooperative & that wordperfect doesn't display underlined text w/ the line under it when used in conjunction w/ Desktop. Ugh. The compromise of it all!

I had a very interesting experience Thursday. I had an oral presentation to give in my Issues in Mass Communication class & as usual I hadn't

prepared my material much in advance. I decided to resubmit a paper that I had written for my Chicano Studies class on Chicano & the News media -- the topic was perfect for this class. Anyway I spent one afternoon in the library looking up new material on the subject. I did manage to collect ~~five~~ current articles & three books. But of course given my lack of time I didn't ~~even~~ use any of the material except one of the books. It was a great find: Cultural Politics in Contemporary America & the article I chose was "In Living Color: race & ~~American~~ American Culture." The thing just dropped of on thoughts that I'd be formulating about cultural interaction in the media. ~~But~~

But as far as the text of my paper I spent the next day rewriting it to reflect an oral presentation, basically changing the transitional phrases & things that just didn't sound well when addressing an live audience. (It's

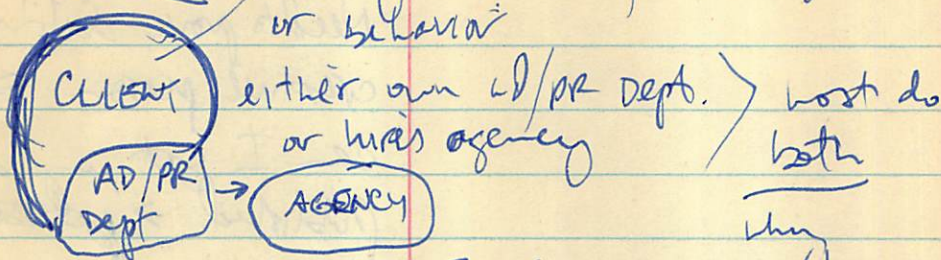
Chmn 283

where the jobs are: budget → DOD. (Dept. of Defense)

of PR agencies is small

of people in ad agencies great.
could be C&A or DOD.

Info Flow ← anyone willing to change attitudes or behavior



Spectrum of jobs:

(1) Account Executive

(Liaison Between Account

Agency) → not entry-

level job, usually

experienced person -

knowledgeable about client,

special skills.

① agency = internal perspective

! in house client perspective

② pay scale: higher salary in agencies

moving up in AD/PR = job hop

but AD/PR Dept = corporate loyalty

agency = self-loyalty

↓ (less security)

very fast track, very good money

(but no security!)

Comments: still meritocracy - get somewhere by merit → what you can do.

Agency - 1st job -
typical - Give you 1
carbon make - 3 inches
- insert books -> keep
you it for while
until convinced of talent
Need a good salary as
creative person -> then
as I get in ads
published -> get something
reasonable.

Comm-233 10-23


Variable Effect media contents
~~Electron media~~ (Comp to)
Electronic media


↓ Editorial process
↓ type of people involved

↓ media = part / parcel of culture.

technology as it ~~influence~~ influence

→ 10 years ago - wire services
UPI, AP

connections via Satellite.
Flow of information - ~~from~~ 

hot during - good 

air-pickin

air-pickin

air - remote reporting.

video type cameras

ENG = Electronic News

~~ENGINEERING~~ ENGINEERING

don't cut wires

~~at work~~ at work

Chavez - media

newspaper

Source: public in the paper \$20,000.

clip files

producible as a paper =

as they →

Comm 233 11/1 ADVERTISING - WORK FOLDS
AGENCY FOLDS - TRAFFIC
A/D'S

Comm model: AGENCY ORGANIZED
TO HANDLE ADS ... - Comm PROCESS

LOWY EDITOR

A/D

ACCOUNT EXECUTIVE

→ MEDIA BUYER - THIS IS SPARK BUYING.

WORK NOT EFFECTIVE UNLESS BROADCAST/USO

WISELY → NOT DIVERTS TO IT WHEN IT DOES GET

THERE → TARGETED AUDIENCE - MEDIA

INTEREST COPY/AD APPEARS: TOUGH QUESTION
AFFECTS BY MBS

(1) WHICH MEDIUM SHOULD IT USE

→ MBS KNOW MEDIUM FIGURES - CLIENT KNOWS

PRODUCT → MBS MATCHES MEDIUM W/

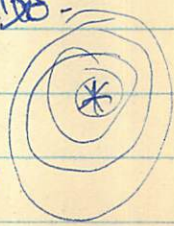
RESEARCH ON PRODUCT.

eg. know who knows WHO TO ADVERTISE -
to the sub

big ads

CONCENTRATED AREAS

coverage map: signal strength
good w/ figures - work w/
budgets.



US MEDIA ELECTRONIC/PRINT AD'S RATE
CARDS → COST TO ADVERTISE OF 5
VARIABLES:

- (4) SIZE > published numbers & "list price" → but negotiable
- (5) Frequency

good way to get into business w/o writing or art - ~~wordtrading~~ ~~selectivity~~

selectivity

How DO you deal w/ ALL those media?

PR

→ L.A. serves to WORCESTER, P.A.
radio station & FARGO, N.D.

OK but IF LARGER OR MORE FREQUENT COVERAGE
of mss.

WOMEN BUYER PR less time & space
but doesn't buy it e.g., hold party/event
newspaper/tv coverage is necessary
best media for reaching selected
groups → reaching targets then
use whatever it takes to reach them
go beyond buying time & space (rarely
buy it) but have to generate coverage

An AGENCY → 15% of Cost of media used e.g.
\$100,000 in mss = \$15,000 for AGENCY

Comm 233 W/C/29

Satz 3.14 \Rightarrow P.O.P

Flow of pipe material work
ultimately in state forces & plans

Buyers Rights → At the P.O. of

Large Market held in (Special displays)

< KERN TO CONGRATULATE WOULD PLEASE & PUBLIC RELATIONS & SALES PEOPLE -

months in advance to get into

Big dog - Cuscuta tomentosa 15th Oct

Internal Public Relation - Employee Relation

Public Relation

(1) Extremal \rightarrow Axiomatisiert

24/11/2020

(2) Interval \rightarrow pr to boundaries +

→ Book 125

7

important that a ~~high~~ ^{high} level of accuracy

Weg zur Lösung : $\text{max } z = \text{Produktivität}$

Impress, Dispute Settlement, General

Home LFB insurance ~~not~~ replaced by a ~~public~~ internal pub. organization, promote internet party.

BUSINESS & SALE SIDE MEDIA

3 PART OF NEWSPAPER

EDITORIAL

MERCHANDISE (PRINTING)

BUSINESS → MSA → ADVERTISING.

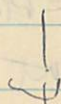
SOLE SPACE

MARKETING PURPOSE → READERSHIP SURVIVAL & PROMOS

MANAGE PROFIT/LOSS, eg "Herald Examiner killed by Hearst business choice."

BROADCASTING BOULANT

SELLING TIME



- 109 ~~109~~

Mount Vernon College -

50 AUG 30 0515 DAVENPORT 7 1204-70-10

Control \Rightarrow H12 for same -

Goal 6 AFTER SPECIAL WORKS

From girls to seniors to 60 to 80

Veriv (not for profit)

NEW PROJECT - 2 / PAPER PROJECT -

$\text{w/ BROAD} \rightarrow \text{BB MOVES}$, water possible

Derivations-Supervent = $\text{Deriv} = \text{core} \rightarrow \text{other letters}$

newer 755 - 902

USE LASERS

INDUSTRY HAZARDS
- delivery issue

MTU-WEDIA ISSUE -
AIDS & HEALTH

I CAN'T SEE YOU



I CAN'T HEAR YOU



2053



> 022 < by x x > 023
ADH - (00-99) Pull orders -
(m) 91

Patti Wolff (714) 680 4179

Michelle Bedard (714) 528-7081
John Hany ~~638-2288~~ 532-1484
Steve Hunkins 630-5418 press

RON CORRELL
FORTRAN 11/17
9.00 am
UC

→ monday → evening

Officer

60K III

Logistics

W P 50

W/L SAKI

C & B

HARD UTILITIES

Pro Comm

Turbo AS

QBDIT

921-9179

213

608

8658

2000-2001

2000-2001 (2000-2001) 400
100 (100)

Part 1 (100) 400

Part 2 (100) 400

Part 3 (100) 400

Part 4 (100) 400

Part 5 (100) 400

Part 6 (100) 400

5

4

3

2

1

0

0

0

0

0

0

NAP Low Impact II 1.5 hrs.

12/15 Xmas

1/23 Thanksgiving

11/11 1p - Monoclonal Fab -
Seth Ann Ball 3#

11/29 11 - 1:30p - Interfaith Fair

11/6 5pm - special meeting
Booster

10/29 Retirement Party

UC Titiv. A+B

10/27 - 4:30pm - TV try of Carol.
6pm - folk dance & potluck

TRINIDAD (714) 521-6102

JAPAN 714-441-0861

GURKARPAL SINGH INDIA 449-1824

USA 879-8057

JOHNSON HSN

KAZUE ISHIDA

MARK PAULSON

15/12 x

1/50 x

1/11 1/11

1/8 1/8

1/11 1/11

10/50 10/50

10/50 10/50

AD AGENCY

TALENT : GO FIND RIGHT PEOPLE TO FILL AD

TALENT IN ADS \Rightarrow

GO HANDS, TIGHT, HAIR, LEGS

THEN MULTIPLE/FREQ \Rightarrow BECOMES SPACES-

PERSON eg, BUNKER, SWAMPED...

SPECIALIST \Rightarrow TYPOGRAPHICAL - ^{APPROPRIATE} GRAPHICS

COLOR SPECIALIST \rightarrow I KNOW PRESS QUARTERS
PROPS TO QUARTERS COLORS

FR WORLD \Rightarrow SAYS PEOPLE BUT
NOT BUY THE SPACE BUT
THINKING IN THE SAME WAY.

THE STATE OF NEW YORK
IN SENATE
JANUARY 1, 1901

REPORT

OF THE

COMMISSIONERS OF THE LAND OFFICE

FOR THE YEAR 1900

ALBANY:

JOHN W. BAKER, PRINTERS

1901

1901

1901

1901

Column 233

→ Exam #2 → Nov 13th

Current R. Ca. uncorrected

(the different under)

wordings

~~Don't know~~

[A lot of things] PR sum diff

The need

CLINT

to appear

copy machine

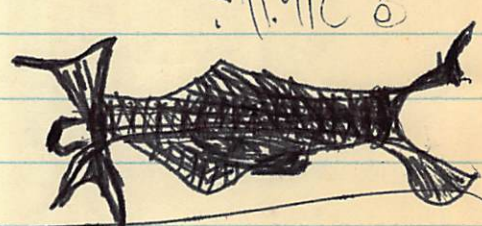
Responsible

clearly not
the car with
the car with
the car with
the car with

U-28th (living)
we didn't start the fire
w/hip, 2002 Bats
Steve M...
Bill...
Steve M...

R.O.
 Friday/Sept

2 pillars



Duty 11/18 + 11/19

0 Day 11/3
2 Day 11/15?

College Plaza

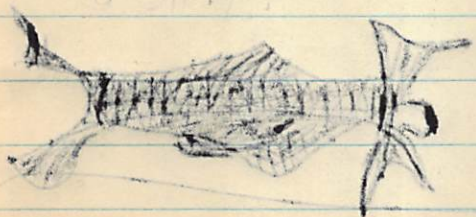
11/6

Vacations with

11/28

2nd Reservation -
427 -
12/30 -
12/31 -

50' 2000/1/24
8/10/11



→ cryptid hms

50' 2000/1/24 -
cryptid hms -

8/10/11